

THE GEORGETOWN HERALD

serving the communities of
 GEORGETOWN, GLEN WILLIAMS, NORVAL, LIMESTONE,
 HORNBY, STEWARTTOWN, ASHGROVE, BALLINAPAD,
 TERRA COTTA.

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The Editor's Corner

WHAT'S THE ANSWER?

More than we in Canada realize, there is a terrific controversy taking place in the United States about how best to stem the rising tide of Communist world aggression. Reader's of Time and other topical American publications are much more familiar with the question than those who count on the Canadian daily papers for their world news for whether by accident or design, the Canadian press has not been stressing the problem.

In a nutshell, it is this — a sizeable body of American opinion, shared by such prominent citizens as ex-president Herbert Hoover believes that it is foolish for the States to dissipate their resources and manpower to battle Communism anywhere in the world. They believe that the Americans should pull in their horns and look on Britain as their last sphere of influence in the west and Hawaii and the Philippines in the east, forget about Asia and the European continent and build up strong defence forces in America and make this continent self-sufficient economically and so strong physically that no enemy would dare attack.

On the other side of the picture are those who believe that the fastest way to beat an enemy is to pitch in wherever he takes advantage of a weaker neighbour, as in Korea, and stamp out the fire before it gets out of control.

And somewhere in between is the theory advanced by a Russian-born faculty member of an American university in a recent edition of Reader's Digest that the States should spare every effort to foment revolution in Russia by training spies, providing equipment for large groups of anti-Stalin elements in the country, propaganda broadcasts telling the Russian people that we have no quarrel with the Russian people but with the gang of cutthroats who have seized power, etc.

It is a fateful decision which must be made by American leaders and we must put our faith in those who guide world affairs that the proper decision will be arrived at to restore a fear-torn world to normal. Every day American lives are being lost in Korea and any day now we may have the war brought closer when the casualty lists contain Canadian names. One cannot fool oneself any longer that Russia is not at back of all the unrest and world leaders must decide how best to conquer an enemy who has so skilfully covered his first moves that he cannot be branded the aggressor.

If the professor knows what he is talking about, it is to be hoped that the American government will give serious consideration to his suggestions. We in the free world are becoming resigned to the fact that sooner or later a clash must occur with the Russian dictatorship and boring from within could do untold damage to the Russian war machine.

INFORMATIVE ADVERTISING

The present day advertising trend seems to be more and more to the subtle copy approach which gives general information as well as specific product promotion.

This has been pioneered by the big city department stores which often devote a whole page of space to a Christmas poem, an Easter story or to support of charitable appeals. The Canadian Bank of Commerce has gone one step further and is paying Canadian authors for original short stories which are reproduced with illustrations in colour in leading Canadian magazines. A reprint of the first story by Morley Callaghan appeared in a recent issue of the Herald, and consideration is being given by the publicity department of the bank to newspaper advertising with a similar theme.

Locally J. B. Mackenzie & Son have for some time been using a chatty type of news advertising with great success. Ken McMillan used a similar type of column for a series of ads a few years ago and Robb's Drugs tried something new with their Sally & Sam stories at Christmas.

Brewers and distillers, whose advertising is limited by law to anything but product promotion, have gone in a big way for this new type of advertising. Every week you will find in the Herald several examples. Molson's used a series of "Men of Tomorrow" in which they told the success stories of Canadian businessmen, then switched to illustrations of hobbies and handicraft. A newcomer, Kingsbeer, defines unusual words in their advertising series. Carling's concentrates on their conservation work and O'Keefe's after a series of sports promoting is this week introducing the Canadian Sports Parade, developed by the Harry E. Foster Agency. In future it is planned to incorporate local and national charity appeals and local sporting events in their advertising space. This is similar to the John Labatt Company which for the past two years has made their advertising space available for worthy local projects.

POT POURRI

A note from Kitchener from Mr. L. E. Fleck who moved there from town last fall encloses a clipping from the Kitchener Record which tells of a Waterloo man finding an 1898 copy of the Herald in the back of a mirror which he was cleaning. We have written to the finder, William Koch, in hopes that we can obtain it for the back files. As many will know a fire in the Herald office in 1917 destroyed all back copies prior to that date and we are always on the search for issues of bygone years which provide a permanent historical record of the community. William Broughton of the Old English Herb Company says advertising in the Herald has given him good results, and has extended his business as far as South Porcupine. Installation of signal bells at the dangerous CNR-Highway crossing in Acton will be greeted with relief by travellers. There have been many narrow escapes in the past and with no warning signals eventually there would be a fatality. One of the most unusual programs on the air these days is "Lonesome Gal" which comes on after the late news on CFRB. "Lonesome Gal" directs her sales talk exclusively to men on behalf of a cigarette firm and her program is designed for the "tired business man" at the end of a busy day. It is therefore somewhat disturbing after the initial pleasure of listening to a soft, low voice and quiet music when L. G. croons her theme which contains the words "Who knows what tomorrow will bring." This undoes all the good work in a twinkling for there is nothing makes a businessman or anybody else, more tired than thinking of what tomorrow might bring. Anyone who has moved can sympathize with Rev. and Mrs. Len Self and their moving firm. Last week the load was all packed and enroute to Midland when the truck broke an axle and another truck had to be obtained and the whole load transferred. It would be the wee sma' hours before the furniture arrived at the new manse in Midland. One service tonight in St. John's Church replaces the former four services held in local Protestant churches during the Week of Prayer. Rev. Alex Calder is the speaker for the service and other ministers will take the various parts of the service. For the second year in a row there will be extra interest in the series of articles "Canadian Playmen Abroad" which begins in a forthcoming issue of the Herald. Last year it was Norval's Jim Eccles who took the trip and this year a Georgetowner Hugh Leslie will be landing in England aboard the Queen Mary this week for the coveted trip. The articles are always well written and interesting and we advise all readers, farmers or not, to follow the trip by reading them. Georgetown is one of the few parts of Ontario which has escaped snow storms and severe cold this winter. Every day we read about heavy falls of snow in Bruce County, London, Buffalo and as close as Orangeville. The north is having a real old fashioned winter according to Holly Dwyer, who reports the temperature at 40 below when he was home for Christmas in Callander.

GEORGETOWN'S HISTORY

Continuing a series of articles from an 1893 edition of the Toronto Daily Mail:

G. S. GOODWILLIE, ESQ.

This, one of the most imposing residential structures in Georgetown, is of brick, two tall stories high, with mansard roof, and stands on the crest of the east branch of the River Credit. It was erected in 1880, at a cost of about \$6,000, exclusive of site. Mr. Goodwillie is "native and to the manor born", and was ushered into this troublous world in 1842. He was educated by a private tutor, the Rev. Charles Dade, and graduated at Toronto University in 1865. For several years thereafter he was a classical tutor and registrar of University College. He began practice here as a solicitor-at-law in 1876. In December, 1878, he was appointed clerk and treasurer of the village of Georgetown, and has held both positions ever since.

PINE GROVE COTTAGE

This building, in which Mr. J. McDermid resides, is on Charles Street, in the southern suburb of the village, adjoining the park, and was erected in 1887. It is a twelve-roomed brick cottage, surrounded by commodious grounds ornamented with flowering plants and shrubs, and backed by a dense cluster of pine trees. Mr. McDermid is a native of Scotland, having been born in Argyleshire in 1834. He came to Canada in 1862, locating in Georgetown; and shortly after engaged in the grocery business, a calling he has followed almost uninterruptedly for thirty-one years. The Star Grocery, of which he is proprietor, is in the McLeod block, in which it has been housed for twelve years. Mr. McDermid, who deals in groceries, provisions, crockery, and general produce, is one of the most reputable merchants in his line in the County of Halton.

GREY VERNON

One of the most desirable residences in this village is that of Mr. E. McCannah, station agent of the Grand Trunk railway. Grey Vernon is an attractive stone building, picturesquely situated on sloping grounds, facing Queen Street, and was erected in 1889. Mr. McCannah is a native of the Empire State, having been born at Ogdensburgh in 1852, but came to Canada in early childhood. In 1870 he entered the service of the G.T.R. and in 1879 was appointed agent at Georgetown.

DIRECTORY

DR. J. BURNS MILNE
 X-RAY
 DENTAL SURGEON
 Georgetown — Phone 80

DR. CLIFFORD REID
 L.D.S., D.D.S.
 DENTIST
 TELEPHONE 410
 Main Street — Georgetown

LEVER and HOSKIN
 Chartered Accountants
 Successors to
 Jenkins and Hardy
 1805 Metropolitan Bldg.
 44 Victoria Street — Toronto
 EL. 9131

LeRoy Dale, K.C.
 M. Sybil Bennett, K.C.
 Mill Street
 Barristers and Solicitors
 Georgetown — Phone 19

Langdon and Aylsworth
 Barristers and Solicitors
 Notaries Public
 Kenneth M. Langdon
 Georgetown
 FIRST MORTGAGE MONEY
 TO LOAN
 Offices: Roxby Theatre
 Bldg., Mill St., Phone 88W
 Georgetown

JAMES F. McNAB
 BARRISTER — SOLICITOR
 NOTARY PUBLIC
 Norton Bldg. — Main Street
 Telephone 654

FRANK PETCH
 LICENSED AUCTIONEER
 Prompt Service
 Phone 391 — Georgetown
 P.O. Box 413

YOUR EYES . . .
 For better and more comfortable vision consult
 R. M. BELL
 Registered Optometrist
 Phone 49 r 21' ERIN

DANNY HEWITT ON
 ROYAL BANK STAFF
 Danny Hewitt has joined the Royal Bank staff as a junior. Danny is the son of Mr. and Mrs. William Hewitt, Guelph Street, and has been a student at Georgetown High School until taking his new position.

NIELSEN
 The Chiropractor
 DRUGLESS THERAPIST
 37th Year of Practice
 Lady Attendant
 Mon., Tues., Fri., 2-6 p.m.
 Wed., Sat. 2-5 and 8-9 p.m.
 Over Dominion Store
 Georgetown — Phone 14W

CONSULT
 J. A. Willoughby & Sons
 for
 COMPLETE REAL ESTATE
 SERVICE
 HEAD OFFICE — TORONTO
 156 Yonge St. AD. 0608
 • City and Country Homes
 • Farms and Small Acres
 • Industrial and Business
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 TOM HEWSON
 is your local Representative
 PHONE 332W

Radio
 Repairing
 We Specialize in this
 work.
 25 Year's Experience
 J. Sanford & Son
 PHONE: Georgetown 34W

Monuments
 Pollock & Campbell
 62 Water St North
 G A L T
 Designs on request
 Phone 2048
 Inspect our work in
 Greenwood-Cemetery

C. W. Sayers, DVM
 VETERINARIAN
 Guelph Street
 opposite Armstrong's Garage
 PHONE 11

G. P. KNIFTON, R.O.
 OPTOMETRIST
 Mill St. — Georgetown
 Office 168W — Res. 256J

PERSONAL TAX
 SERVICES
 Licensed Public Accountants
 Phone 654 P.O. Box 40
 Georgetown

HOPE COTTAGE

The residence of Dr. Samuel Webster is situated in the village of Norval, about three miles east of Georgetown. Dr. Webster, who is an old Toronto boy, began the practice of his profession in the County of Halton in 1865. He has one office at Hope Cottage and another at Georgetown. He is now serving his third term as reeve of the township of Esquesing, and has been a member of the township council for the past ten years.

JOHN R. BARBER
 ELMER C. THOMPSON — FREEMAN KERSEY

Elmer C. Thompson Insurance Service

FIRE — AUTO — WINDSTORM

Canadian Pacific Railway — Trans-Canada Airlines

Steamship Tickets on all lines

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Mill Street — Georgetown — Telephone